

WE CLAIM:

1. A business method for providing wireless communications services to one or more users of the services, comprising:
 - charging the user a flat rate for a period of time; and
 - allowing the user unlimited access to the wireless communications services during the period of time.
2. The method of Claim 1, further comprising determining the value of the flat rate without relation to individual minutes of use by the user of the wireless communications services during the period of time.
3. The method of Claim 1, further comprising determining the value of the flat rate without relation to the individual number of calls made or received by the user during the period of time.
4. The method of Claim 1, wherein the period of time further comprises a predetermined time period.
5. The method of Claim 1, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$50 per month.
6. The method of Claim 1, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month.
7. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 300 calls per month.
8. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 400 minutes of use per month.

9. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 600 minutes of use per month.

10. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 800 minutes of use per month.

11. The method of Claim 1, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 1000 minutes of use per month.

12. The method of Claim 1, further comprising adapting the wireless communications services as the user's primary telephone service.

13. The method of Claim 1, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$40 per month, and wherein the average minutes of use of the services per user is at a rate for the period of time that is proportional to a rate of greater than or equal to about 200 minutes per month.

14. The method of Claim 1, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the average minutes of use of the services per user is at a rate for the period of time that is proportional to a rate of greater than or equal to about 500 minutes per month.

15. The method of Claim 1, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to .

about \$30 per month, and wherein the operating expense per user is at a rate for the period of time that is proportional to a rate of less than or equal to about \$26 per month.

16. The method of Claim 1, further comprising:

maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month; and

maintaining the margin for the operator of the wireless communications services at greater than or equal to about 15%.

17. The method of Claim 1, further comprising providing the wireless communications services primarily in limited geographic areas in which the user substantially lives, works, and plays.

18. The method of Claim 1, further comprising maintaining a user churn rate of less than ^{or equal to} about 4% for users who have retained the services for about three or more months.

19. A business method for providing wireless communications services to one or more subscribers in return for payment of a charge, comprising:

determining a flat rate charge for the services;

determining a period of time within which the flat rate charge shall apply;

determining the user's charge based upon the flat rate for the period of time; and

providing unlimited access to the wireless communications services for the flat rate during the period of time.

20. The method of Claim 19, further comprising determining the value of the flat rate without relation to minutes of use by the user of the wireless communications services during the period of time.

21. The method of Claim 19, further comprising determining the value of the flat rate without relation to the number of calls made or received by the user during the period of time.

22. The method of Claim 19, wherein the period of time further comprises a predetermined time period.

23. The method of Claim 19, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$50 per month.

24. The method of Claim 19, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month.

25. The method of Claim 19, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 400 minutes of use per month.

26. The method of Claim 19, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 600 minutes of use per month.

27. The method of Claim 19, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 800 minutes of use per month.

28. The method of Claim 19, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 1000 minutes of use per month.

29. The method of Claim 19, further comprising adapting the wireless communications services as the user's primary telephone service.

30. The method of Claim 19, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to

about \$40 per month, and wherein the average minutes of use of the services per user is at a rate for the period of time that is proportional to a rate of greater than or equal to about 200 minutes per month.

31. The method of Claim 19, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the average minutes of use of the services per user is at a rate for the period of time that is proportional to a rate of greater than or equal to about 500 minutes per month.

32. The method of Claim 19, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the operating expense per user is at a rate for the period of time that is proportional to a rate of less than or equal to about \$26 per month.

33. The method of Claim 19, further comprising:
maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month; and
maintaining the margin for the operator of the wireless communications services at greater than or equal to about 15%.

34. The method of Claim 19, further comprising providing the wireless communications services primarily in limited geographic areas in which the user substantially lives, works, and plays.

35. The method of Claim 19, further comprising maintaining a user churn rate of less than ^{or equal to} about 4% for users who have retained the services for about three or more months.

36. A business method for providing wireless communications services to one or more subscribers in return for payment of a charge, comprising:
determining a flat rate charge for the services;

determining a period of time within which the flat rate charge shall apply;
determining the user's charge based upon the flat rate for the period of time;
providing unlimited access to the wireless communications services for the flat rate during the period of time; and
providing service to the user primarily in limited geographic areas in which the user substantially lives, works, and plays.

37. The method of Claim 36, further comprising determining the value of the flat rate without relation to minutes of use by the user of the wireless communications services during the period of time.

38. The method of Claim 36, further comprising determining the value of the flat rate without relation to the number of calls made or received by the user during the period of time.

39. The method of Claim 36, wherein the period of time further comprises a predetermined time period.

40. The method of Claim 36, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$50 per month.

41. The method of Claim 36, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month.

42. The method of Claim 36, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 400 minutes of use per month.

43. The method of Claim 36, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 600 minutes of use per month.

44. The method of Claim 36, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 800 minutes of use per month.

45. The method of Claim 36, further comprising allowing use at a rate for the period of time that is proportional to a rate of more than or equal to about 1000 minutes of use per month.

46. The method of Claim 36, further comprising adapting the wireless communications services as the user's primary telephone service.

47. The method of Claim 36, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$40 per month, and wherein the average minutes of use of the services per user is at a rate for the period of time that is proportional to a rate of greater than or equal to about 200 minutes per month.

48. The method of Claim 36, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the average minutes of use of the services per user is at a rate for the period of time that is proportional to a rate of greater than or equal to about 500 minutes per month.

49. The method of Claim 36, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the operating expense per user is at a rate for the period of time that is proportional to a rate of less than or equal to about \$26 per month.

50. The method of Claim 36, further comprising:

maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month; and

maintaining the margin for the operator of the wireless communications services at greater than or equal to about 15%.

51. The method of Claim 36, further comprising maintaining a user churn rate of less than ^{or equal to} about 4% for users who have retained the services for about three or more months.

52. A business method for providing wireless communications services to one or more subscribers in return for payment of a charge, comprising:

determining a flat rate charge for the services;

determining a period of time within which the flat rate charge shall apply;

determining the user's charge based upon the flat rate for the period of time;

providing unlimited access to the wireless communications services for the flat rate during the period of time;

providing service to the user primarily in limited geographic areas in which the user substantially lives, works, and plays; and

adapting the wireless communications services as the user's primary telephone service.

53. A business method for providing wireless communications services to one or more subscribers in return for payment of a charge, comprising:

determining a flat rate charge for the services;

determining a period of time within which the flat rate charge shall apply;

determining the user's charge based upon the flat rate for the period of time;

providing unlimited access to the wireless communications services for the flat rate during the period of time; and

providing service to the user primarily in limited geographic areas in which the user substantially lives, works, and plays, and

wherein the user uses the services at a rate for the period of time that is proportional to a rate of more than or equal to about 800 minutes per month.

59. The method of Claim 54, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month.

60. The method of Claim 54, further comprising adapting the wireless communications services as the user's primary telephone service.

61. The method of Claim 54, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the operating expense per user is at a rate for the period of time that is proportional to a rate of less than or equal to about \$26 per month.

62. The method of Claim 54, further comprising:

maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month; and

maintaining the margin for the operator of the wireless communications services at greater than or equal to about 15%.

63. The method of Claim 54, further comprising maintaining a user churn rate of less than ^{or equal to} about 4% for users who have retained the services for about three or more months.

64. A business method for providing wireless communications services to one or more subscribers in return for payment of a charge, comprising:

determining a flat rate charge for the services;

determining a period of time within which the flat rate charge shall apply;

determining the user's charge based upon the flat rate for the period of time;

providing the user with a mobile handset having a limited standardized set of features and functions;

providing unlimited access to the wireless communications services for the flat rate during the period of time;

providing the services to the user primarily in limited geographic areas in which the user lives, works, and plays;

providing the user with a use rate for the period of time that is proportional to a rate of more than or equal to about 500 minutes of use of the services per month;

rendering the services to the user without requiring the user to execute a pre-subscription agreement;

rendering charges to the user in a billing statement that does not include detailed records of the user's calls;

rendering charges to the user substantially in advance of receipt by the user of the services; and

receiving payment from the user substantially in advance of receipt by the user of the services.

65. The method of Claim 64, further comprising determining the value of the flat rate without relation to minutes of use by the user of the wireless communications services during the period of time.

66. The method of Claim 64, further comprising determining the value of the flat rate without relation to the number of calls made or received by the user during the period of time.

67. The method of Claim 64, wherein the period of time further comprises a predetermined time period.

68. The method of Claim 64, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$50 per month.

69. The method of Claim 64, further comprising charging a flat rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month.

70. The method of Claim 64, further comprising adapting the wireless communications services as the user's primary telephone service.

71. The method of Claim 64, further comprising maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month, and wherein the operating expense per user is at a rate for the period of time that is proportional to a rate of less than or equal to about \$26 per month.

72. The method of Claim 64, further comprising:

maintaining the average revenue per user at a rate for the period of time that is proportional to a rate of less than or equal to about \$30 per month; and

maintaining the margin for the operator of the wireless communications services at greater than or equal to about 15%.

73. The method of Claim 64, further comprising maintaining a user churn rate of less than ^{or equal to} about 4% for users who have retained the services for about three or more months.

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